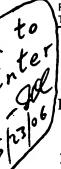
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PRODUCT RECOMMENDATION IN A NETWORK-BASED COMMERCE SYSTEM

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IN THE CLAIMS

Please amend the claims as follows.

1.-14. (Canceled)

15. (Previously Presented) A method of providing listing recommendations to users of a network-based commerce system including a plurality of listings arranged in a plurality of divisions, the method including:

identifying a division of the plurality of divisions based on user interaction with the network-based commerce system;

identifying at least one frequently used search term associated with the identified division; and

providing a link to the user to listings associated with the at least one frequently used search term.

- 16. (Previously Presented) The method of claim 15, including communicating a web page to the user including a hyperlink to the listings associated with the at least one frequently used search term.
- 17. (Previously Presented) The method of claim 15, wherein the listings associated with each frequently used search term are listings that would be located if the user conducted a search of the network-based commerce system using the at least one frequently used search term.
- 18. (Previously Presented) The method of claim 15, wherein the at least one frequently used search term is ranked in one of an ascending and descending order according to a number of occurrences of listings in a division associated with the at least one frequently used search term.